

MONTANA MAIN STREET AFFILIATE – 2009

The Montana Main Street Affiliate Program is for small, rural communities that are exploring downtown revitalization, that are preparing for designation or those that do not want or cannot achieve full Main Street designation. The intent of the program is to make downtown development training and education available to a larger number of Montana communities. The Affiliate Program is limited to small, incorporated towns. An affiliate community, if it wishes, can eventually apply for and be selected as a designated community.

Montana Main Street will continue to work extensively with its designated Montana Main Street communities, their directors and board members and will, at the same time, provide limited services, as described below, to the Affiliate Programs.

Please note that communities that complete the application for Affiliate status, and are selected, will be referred to as Montana Main Street Affiliates. The term “Affiliate” describes a relationship between the community and Montana Main Street and is only intended for use in public relations and educational communications. It is not intended for use in marketing materials, public displays, signs or similar promotional tools, as this could convey that the community has achieved full Montana Main Street Designated status.

Services to Affiliate Programs:

- Main Street 101 training in the four points (economic restructuring, design, promotions, and organization)
- Registration scholarship (funds permitting) to the annual National Main Streets conference
- Registration scholarship to the annual Montana Main Streets conference
- Provision of Main Street reference materials
- Membership in the National Main Street Network
- Participation in periodic phone conferences
- Participation in executive directors’ meetings, 2-3 times per year
- Participation in the on-site technical training and consulting that full-fledged Main Street communities receive.

Community Commitment:

- Display a focus on the downtown commercial area
- Follow, to the maximum extent possible, the Main Street Approach to downtown revitalization
- Actively participate in Montana Main Street activities, including phone conferences and executive directors’ trainings/meetings, and the annual conference
- Become a member of the National Main Street Network (state will pay for membership)
- Report economic development statistics and submit an annual report that describes how affiliate status is useful for your community
- Show a minimum budget of \$500 (for any type of promotional activities for the downtown)

How to Apply: Complete a Montana Main Street Affiliate Application.

Application Available: July 1, 2009 Application Due Date: August 25, 2009

Application Available: Montana Department of Commerce
Montana Main Street Program
Small Business Development Center
301 S. Park Ave., P.O. Box 200505
Helena MT 59620-0505

or

406-841-2756 or jburk@mt.gov